



# LIGHTNING IN A BOTTLE

## MISSION STATEMENT

PUT THE MUSIC BACK  
AT THE HEART OF  
BEING A MUSICIAN

Co-founded by Toby Jepson (Wayward Sons/  
Little Angels) and Rob Town (Stampede Press/  
Panic Cell) Lightning in a bottle is a new  
consultation agency with its core values aimed  
squarely at the music and what it is to be a music  
maker in the modern age. This new business  
partnership has been set up by musicians for  
musicians, to help inform, encourage, support and  
empower, to bring a real, honest approach to the  
problems and challenges that so many bands and  
music artists face everyday.

It can be a bewildering and frustrating process trying  
to get music noticed but all too often that process  
is hampered by simple and easy to avoid mistakes,  
poor communication, not having a coherent plan, not  
understanding the logistics of the music industry and  
often spending far too little time creating the art.

These are fundamental questions that, once answered, can become the cornerstone to a new positive creative future. This is a people business, a human experience and every ounce of that experience should go into the creation of the art.

THE ART IS  
THE HEART

Without the art being truly unique, individual, wonderful, we are nothing but emulators of others ideas. If you can stand out, make your passion potent enough to captivate and enthrall, then you have a chance.

We may not have all the answers but we are passionate about seeking them and helping musicians discover a road map that can help them find a more fulfilling, empowering and positive future.

GET  
THE  
MUSIC  
RIGHT  
FIRST



It is a fact that the biggest obstacle to success often resides in the music. Without great songs, without clear direction and without purpose, all of the surrounding needs and desires such as getting an agent and manager, are simply empty promises.

We believe that everything starts and ends with the music, and as such believes and trusts in the musician enough to ask:

**"WHO ARE YOU?"**

**"WHAT ARE YOU TRYING TO SAY?"**

**"WHY DO YOU WANT TO DO THIS?"**

SERVICES INCLUDE: CONSULTATION | WORKSHOPS | MENTORING  
MUSIC PRODUCTION & SONG WRITING | A & R | MUSIC MARKETING & PR | EDUCATION



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